

**Please Amend the Claims as follows:**

1 – 18 (Cancelled)

19. (Currently Amended) A retroreflective material ~~of the kind referred to in~~ comprising an underlying substrate on which a coating and a plurality of beads are located, in which the coating is located between the underlying substrate and the beads and being is applied to at least a portion of the plurality of beads to produce or enhance retroreflectivity of the plurality of the beads and in which the coating bridges at least some of gaps between the plurality of beads, the coating being treated and/or removed to produce areas of contrast wherein the coating comprises areas of contrast comprising at least one of:

areas in which the coating does not bridge the gaps between the beads; or

areas in which the coating bridging the gaps is treated.

20. (Currently Amended) The material as claimed in Claim 19 in which ~~the coating is removed selectively~~the areas in which the coating bridges the gaps between the beads and the areas in which the coating does not bridge the gaps between the beads are selected so that the areas of contrast represent patterning and/or graphical and/or pictorial matter.

21. (Previously Presented) The material as claimed in Claim 19 in which the coating bridging substantially all of the gaps between the beads is removed or treated.

22. (Previously Presented) The material as claimed in Claim 19 in a form of a tape.

23. (Previously Presented) The material as claimed in Claim 19 in a form of a sheet.

24. (Currently Amended) The material as claimed in Claim 19 in which ~~the coating has been removed in such a way as to~~the areas in which the coating does not bridge the gaps between the beads expose an underlying substrate.

25. (Previously Presented) The material as claimed in Claim 24 in which the underlying substrate is colored.

26-27 (Cancelled)

28. (Previously Presented) The material as claimed in Claim 19 in which the coating is metal based.

29. (Previously Presented) The material as claimed in Claim 19 in which the coating has been affected by metallization.

30. (Previously Presented) The material as claimed in Claim 19 in which the coating comprises a medium containing elements imparting retroreflectivity.

31. (Previously Presented) The material as claimed in Claim 30 in which the elements comprise metal flake or mica.

32. (Currently Amended) A method of ~~modifying an appearance of~~generating a retroreflective material ~~of the kind referred to,~~ comprising the steps of:

supplying a plurality of beads embedded within an adhesive carried on a web;

applying a coating to at least a portion of the plurality of beads to produce or enhance retroreflectivity of the plurality of the beads and to bridge at least some of gaps between the plurality of beads;

embedding the coating and beads in a layer of adhesive carried by a sheet;

removing the web and melt adhesive carried thereon; and

treating and/or removing at least a portion of the coating bridging the gaps between the beads so as to produce areas of contrast.-

33. (Previously Presented) The method as claimed in Claim 32 in which the areas of contrast correspond to desired patterning and/or graphical and/or pictorial matter.

34. (Previously Presented) The method as claimed in Claim 32 wherein the step of treating and/or removing at least a portion of the coating to produce areas of contrast includes using a medium capable of being applied by a contact or non-contact printing technique and capable of dissolving or otherwise rendering metal removable or changing a visual appearance.

35. (Previously Presented) The method as claimed in Claim 32 wherein the step of treating and/or removing at least a portion of the coating to produce areas of contrast includes rendering treated portions of the coating visibly distinct from the coating adhered directly to the beads.

36. (Previously Presented) The method as claimed in Claim 35, wherein the step of treating and/or removing at least a portion of the coating to produce areas of contrast includes removing the coating in parts and in which said treatment is such as to result in the treated portions of the coating being visibly distinguishable from those areas from which the coating has been removed.